

# 2019 COMMUNITY SNAPSHOT



GEORGINA



## VISION:

To be a progressive and vibrant growing community on the south shore of Lake Simcoe, with a balance of urban and rural character.

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## MISSION:

To promote a high quality of life for our residents through exceptional municipal service, community engagement and a framework which supports a thriving economy.

The 2019 Community Snapshot highlights the accomplishments of the past year under the four goals of the 2019-2023 Corporate Strategic Plan, aimed at achieving the vision of Georgina.





# Building GEORGINA

While the Town continues to evaluate major projects and initiatives in response to the COVID-19 pandemic, a lot of work was completed in 2019 on these and other Building Georgina projects.

## MURC Multi-use Recreation Complex

The Town of Georgina is planning an exciting new Multi-use Recreation Complex (MURC). The design was revealed in late 2019. Called the “HUB,” it will reflect the Town’s history, promote social and physical wellbeing, and include outdoor areas for learning and activities. The concept of grouping core programs around a HUB or centre was inspired by the history and geography of Georgina. The planned location for the MURC is on the west side of Woodbine Avenue between Glenwoods Avenue and Ravenshoe Road. It will be a community space for the whole family. The MURC is anticipated to feature a lap and leisure pool, full gymnasium, meeting and multi-purpose rooms and a Discovery Library branch.



Multi-use Recreation Complex (MURC)



Civic Centre

## Civic Centre

In 2019, Council endorsed the Community Courtyard concept for the replacement Civic Centre. The project team is now moving forward with the schematic design. The concept follows extensive external and internal engagement opportunities with the public and Town staff. Recurring themes from feedback received included multi-purpose spaces that are flexible and functional, a welcoming atmosphere for the public, reflects the Town’s history, and efficient layouts to minimize the building size. Work continues to develop the most cost-effective and flexible layout to accommodate current and future needs.





# GROW

our economy

**\$2,897,000**  
value of municipal infrastructure to support new development through watermains, sanitary sewers, stormwater infrastructure, roads and sidewalks.

**Started development of Broadband Strategy and Action Plan**  
\$2M grant from the federal government to YorkNet to enhance high-speed internet access in Georgina and for the Chippewas of Georgina Island First Nation

**\$30,000**  
received from Ontario's Digital Main Street Program to provide workshops and one-on-one digital training for businesses within the Business Improvement Areas (BIAs)

 **617**  
Building permits issued  
• 28% increase over 2018

value  
of total construction building permits issued  
• 43% increase over 2018

**\$449K**  
revenue in waterfront parking from pay and display lots

**\$45K**  
to 18 local organizations in support of festivals and events through the Community Betterment Grant

**40**  
Local business grand openings  




Wellers Tree Service's new facility located on McCowan Road. This will be the future home of their entire business operation.



Ribbon cutting and grand opening of Yummy Souvlaki on Simcoe Street, Uptown Keswick.



# PROMOTE

a high quality of life

## Approved

- Urban Hens pilot project for 2020
- the HUB concept design for the new Multi-use Recreation Complex (MURC)
- Community Courtyard concept for the replacement Civic Centre

## Donated and completed

The Jackson’s Point lighthouse was generously donated by a local resident.

## Passed regulations

for Short-term Rental Accommodations (STRA)  
– one of the first in Ontario

30K+

Winter visitors  
to the ROC



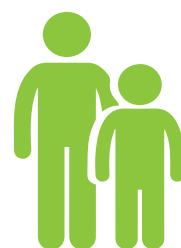
322K+ library visits

342K+ books, movies and online items **circulated**

22,745 library program attendees

96 Fire Public Education events with 5,409 attendants

2,082 adults



3,327 children



3,275

Smoke Alarm Checks

2,186

Fire Service Responses



Including:

- fire-related and rescue calls
- motor vehicle collisions
- medical responses



Georgina Fire and Rescue Services fire rescue boat

Snowboard Development Day at the ROC



Two Lego fans meet their idol at Georgina Public Library’s annual FanFest.



# ENGAGE & BUILD

our community partnerships

**First**  
Annual **Community Open House** at the Civic Centre

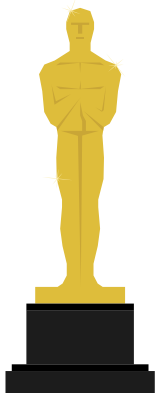
**Supported**  
community engagement through **surveys** and **public input sessions**

- ✓ Building Georgina
- ✓ Keswick Secondary Plan Review (KSPR)
- ✓ Urban hens
- ✓ Short-term Rental Accommodations (STRA)
- ✓ 2020 Budget
- ✓ Broadband Strategy

**Two new how-to videos**  
with more than **5,000+ views** combined

- ✓ Do I need a building permit
- ✓ How to get a building permit

**Provided**  
25 theme camps to **more than** 2,500 campers



**Received** the **MARCOM**  
**International Marketing**  
**award** for the **Building**  
**Georgina** campaign

**46K** visitors and program **participants** to the Link

**18K+** **followers**  
for Facebook, Twitter,  
Instagram and LinkedIn

**13,459** **number of visitors**  
entertained at the Stephen  
Leacock Theatre



**52**  
**weekly** Advocate  
Town pages

**20%**  
**increase** in eNews  
subscriptions for a total of **858**

**1.1M+** views  
**georgina.ca**



First Annual Community Open House



The Link Winter Market

MURC public engagement session



# DELIVER

exceptional service

## Initiated

a Customer Service Strategy by engaging residents with a survey that got **800+** responses

## Sidewalk improvements

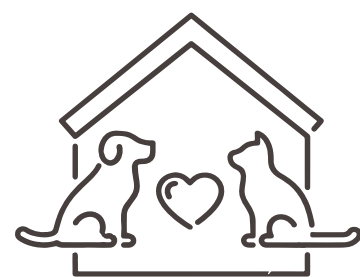
including ramps at crossings (Queensway, Simcoe and Church Streets) to **meet the requirements** of the Accessibility for Ontarians with Disabilities Act (AODA)

## Awarded

a multi-year contract for road resurfacing in numerous locations throughout the Town resulting in **cost savings** and **environmental benefits** by **recycling asphalt** for use at other Town facilities and parking lots

**225**

Animals  
went home



**98**

Pet transfers

**132** Pets adopted

**229**  
marriage  
licences issued

**48**  
weddings  
officiated

**59**  
times

snow plows  
hit the streets and  
cleared them

**6.2**  
**METRIC**  
**TONNES**

diverted  
from landfill through  
scrap metal  
and blue bin programs

**55+ KM**  
of hiking, biking  
and walking trails



**4,724**

drinking water **samples**  
**analyzed** from our  
distribution systems



Georgina snow plows hit the streets 59 times and cleaned them.



Sidewalk improvements



Couple walking one of the many trails Georgina has to offer.





Jackson's Point Parkette



Georgina Fire & Rescue Services Education event

# 2018-2022 GEORGINA TOWN COUNCIL

**Back row:** Regional Councillor Robert Grossi, Ward 5 Councillor Dave Harding, Ward 2 Councillor Dan Fellini, Ward 1 Councillor Mike Waddington

**Front row:** Ward 4 Councillor Frank Sebo, Mayor Margaret Quirk, Ward 3 Councillor Dave Neeson

Connect with us



GEORGINA

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Shopping on High Street in Sutton

Accessible formats or communication supports for this document are available upon request. Please contact Communications at [communications@georgina.ca](mailto:communications@georgina.ca) or 905-476-4301.